



## **PRESS RELEASE**

### **NEWS FROM BRUNY ISLAND CRUISES**

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## Triple treat for Rob Pennicott's team

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*Bruny Island Cruises wins all three of its categories entered  
in the 2009 Tasmanian Tourism Awards*

The wins keep coming for Tasmanian eco-cruising pioneer Rob Pennicott and his team at Bruny Island Cruises. Already an icon among Tasmanian visitor experiences, the cruise along the remote and spectacular coastline of South Bruny Island won all three categories entered in the 2009 Tasmanian Tourism Awards.

“We were very excited to be named Best Tasmanian Attraction and Best Ecotourism, as well as winning the Qantas Award for Excellence in Sustainable Tourism,” Rob says. “Each of the awards is important to us for different reasons and it’s a great thrill to be acknowledged across a wide variety of criteria.”

The Best Tasmanian Attraction award follows on success in the same category in 2006 and 2008. It recognises the significance of Bruny Island Cruises in raising the profile of Bruny Island, south-east of Tasmania’s capital city of Hobart, as a key destination for local and interstate visitors, along with increasing numbers of international visitors to Tasmania. The ecocruise has been featured in travel media around the globe, including recognition by the prestigious *Travel & Leisure Magazine* 2008 yearbook as ‘One of the Greatest 100 Trips of the World.’

Also a winner of Best Ecotourism in 2006, this award acknowledges the passion and energy that the Pennicott Wilderness Journeys team puts into the delivery of an outstanding environmental experience. Cruising beneath some of the tallest sea cliffs in the southern hemisphere, pausing frequently to observe the natural wonders and wildlife of the coast and giving visitors personal encounters with marine mammals and birds, Bruny Island Cruises puts people close to nature in a way that only authentic ecotourism products can.

Rob Pennicott is delighted to have won the Qantas Award for Excellence in Sustainable Tourism.

“From the start, we’ve had a clear focus on sustainability and ecologically-responsible operation,” he says. “It shows in our commitment to reducing our environmental impact, conserving the region’s natural resources and benefiting local communities through direct donations, support for local suppliers and employment opportunities for local people.”

Pennicott Wilderness Journeys donates a percentage of profits to the Tasmanian Coast Conservation Fund, which Rob and his family established to support a range of important conservation projects. The business offsets all its greenhouse emissions through Greening Australia and has achieved Ecotourism Accreditation and Green Globe Lite Accreditation, recording above best-practice results for all sustainability indicators such as fuel, energy, water usage and minimal waste creation.

What’s next for Bruny Island Cruises? Apart from a busy season on the water, it’s on to the Australian Tourism Awards next February, where Pennicott Wilderness Journeys now has three categories to contest – and three chances to win.

“Whatever the result, it’s great to be able to highlight one of Tasmania’s best visitor experiences on the national stage,” Rob says.

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For more information on Bruny Island Cruises or Tasman Island Cruises, please contact Trina Mangels, Marketing Manager, Pennicott Wilderness Journeys

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